

## CLAIMS

- 5 1. In a document delivery system having a document capable of being operatively coupled to a printing device, a method of printing the document on the printing device comprising the steps of:
- 10 storing a print schedule;  
automatically requesting, without user intervention, the document based on the print schedule;  
transmitting the document to the printing device; and  
automatically printing, without user intervention, the document on the printing device.
- 15 2. The method of claim 1, further comprising the step of:  
storing a user profile.
- 20 3. The method of claim 2, further comprising the step of:  
responsive to printing the document on the printing device, updating the user profile.
4. The method of claim 3, further comprising the step of:  
responsive to the updating step, subsidizing a product for a user.
- 25 5. The method of claim 4, wherein the subsidizing a product step further comprises the step of:  
sending a print consumable to the user.
- 30 6. The method of claim 4, wherein the subsidizing a product step further comprises the step of:  
sending a coupon for a free print consumable to the user.

7. The method of claim 4, wherein the subsidizing a product step further comprises the step of:

sending a coupon for a reduced price print consumable to the user.

5 8. The method of claim 4, wherein the subsidizing a product step further comprises the step of:

sending printable media to the user.

10 9. The method of claim 4, wherein the subsidizing a product step further comprises the step of:

sending a coupon for printable media to the user.

10. The method of claim 4, wherein the subsidizing a product step further comprises the step of:

15 sending a second printing device to the user.

11. The method of claim 4, wherein the subsidizing a product step further comprises the step of:

sending a coupon for a second printing device to the user.

20

12. The method of claim 2, further comprising the steps of:  
including advertising content into the document.

13. The method of claim 12, wherein the step of including advertising content  
25 further comprises the step of:  
personalizing the advertising content based on the user profile.

14. The method of claim 2, wherein the step of transmitting the document further  
30 comprises the step of personalizing the content of the document based on the user  
profile.

Sub 3

15. The method of claim 13, further comprising the step of:  
responsive to the printing step, updating the user profile.
16. The method of claims 15, further comprising the step of:  
responsive to the updating step, subsidizing a product for a user.
17. The method of claim 16, wherein the subsidizing a product step further  
comprises the step of:  
sending a print consumable to the user.
18. The method of claim 16, wherein the subsidizing a product step further  
comprises the step of:  
sending a coupon for a free print consumable to the user.
19. The method of claim 16, wherein the subsidizing a product step further  
comprises the step of:  
sending a coupon for a reduced price print consumable to the user.
20. The method of claim 16, wherein the subsidizing a product step further  
comprises the step of:  
sending printable media to the user.
21. The method of claim 16, wherein the subsidizing a product step further  
comprises the step of:  
sending a coupon for printable media to the user.
22. The method of claim 16, wherein the subsidizing a product step further  
comprises the step of:  
sending a second printing device to the user.

23. The method of claim 1, wherein the document is capable of being operatively coupled to the printing device via a network, the automatically requesting step further comprises the steps of:

entering a disconnected state where the printing device is not operatively coupled to the network;

monitoring the print schedule in the disconnected state; and  
responsive to the monitoring step, entering a connected state where the printing device is operatively coupled to the network.

24. The method of claim 23, further comprising the step of:

after execution of the automatically printing step, re-entering the disconnected state where the printing device is not operatively coupled to the network.

25. The method of claim 1, wherein the document is capable of being operatively coupled to the printing device via a network, further comprising the steps of:

checking whether the printing device printed the document using a latest version of a printing module;

determining that the latest version of the printing module was not used,  
responsive to the checking step; and

downloading the latest version of the printing module via the network,  
responsive to the determining step.

26. The method of claim 25, further comprising the steps of:

informing a user that the latest version of the printing module is available;  
asking the user whether they would like to have the latest version of the printing module downloaded; and

performing the downloading step only if the user indicated in the asking step that they would like to have the latest version of the printing module downloaded.

- 30

34. A business method, comprising the steps of:  
monitoring the usage of a printing device; and  
subsidizing the purchase of a product, based on the monitoring step.
- 5 35. The business method of claim 34, wherein the monitoring step further  
comprises the step of:  
updating a user profile to indicate that a document has been printed for a user.
- 10 36. The business method of claim 35, wherein the updating step indicates that  
advertising in the document has been printed.
37. The business method of claim 34, wherein the monitoring step further  
comprises the step of:  
updating a user profile to indicate the amount of ink that was used when a  
document was printed.
38. The business method of claim 37, wherein the updating step further  
comprises the steps of:  
updating the user profile to indicate the amount of each of a plurality of  
20 different colored ink that was used when a document was printed.
39. The business method of claim 34, wherein the product in the subsidizing step  
is a print consumable.
- 25 40. The business method of claim 34, wherein the product in the subsidizing step is  
printable media.
41. The business method of claim 34, wherein the product in the subsidizing step  
is a second printing device.
- 30 42. The business method of claim 34, wherein the product in the subsidizing step  
is a subscription.

43. The business method of claim 34, wherein said subsidizing step is funded by advertising revenue.

5 44. The business method of claim 34, wherein said subsidizing step is funded by distribution revenue.

45. The business method of claim 43, wherein said subsidizing step is funded by distribution revenue.

46. The business method of claim 35, further comprising the step of providing information about the document that was printed for the user to an advertising provider.

15 47. The business method of claim 35, further comprising the step of providing information about the document that was printed for the user to a content provider.

48. The business method of claim 46, further comprising the step of providing information about the document that was printed for the user to a content provider.

20 49. An apparatus for printing a document, comprising:  
a document server;  
a printing device, operatively coupled to the document server;  
a print schedule, operatively coupled to the printing device, that monitors  
25 when the document should be printed by the printing device;  
the document server automatically transmitting, without user intervention, the document to the printing device, responsive to an indication from the print schedule;  
and  
the printing device automatically printing, without user intervention, the  
30 document on the printing device.

50. The apparatus of claim 49, further comprising:  
a network operatively coupled between the document server and the printing  
device.

5 51. The apparatus of claim 49, further comprising:  
a user profile stored on the document server.

52. The apparatus of claim 51, wherein the user profile further comprises:  
an indication that the document was printed by the printing device.

10

53. The apparatus of claim 52, wherein the user profile further comprises:  
an indication that the document contained an advertisement.

*add a 47*

652090-04052E60